MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID T2210)

PCS 0017–COMMUNICATION STUDIES

(Foundation in Communication)

9 FEBRUARY 2023
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages, inclusive of the Cover page.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

1. According to Shannon and Weaver, communication is a transactional process and it involved various key elements.

   Identify ALL the key elements and **provide ONE (1)** example for **EACH** element. (10 marks)

2. Due to the Covid-19 pandemic, current and future business settings require organizations to adopt a hybrid communication model.

   Explain what is 'noise' and **justify** the importance of managing the 'noise' in an effort to reduce misunderstanding. (10 marks)

3. **Explain** with **TWO (2)** examples how the internet and technology affect interpersonal communication. (10 marks)

4. **Identify** and **explain** with **ONE (1)** example for each of the Johari Windows. (20 marks)

5. Communication is irreversible. Using social media and email as an example, **justify** why is such a phenomenon happens. (10 marks)

6. The environment in which communication takes place is referred to as the communication context. Culture is one of the contexts. **Explain** why culture is a communication context by giving **TWO (2)** examples. (10 marks)

7. **Identify** and **explain** the **FOUR (4)** characteristics of a Group. (20 marks)

8. LaRay Barna identifies six (6) points of miscommunication in cross-cultural interactions. Choose any **TWO (2)** from below and **provide** an explanation. (10 marks)
   a. Assumption of similarities
   b. Language differences
   c. Non-verbal interpretation
   d. Preconceptions and Stereotypes
   e. Tendency to evaluate
   f. High anxiety

End of Question